

MINUTES
Emery County Travel Bureau
January 6, 2016 11:00am
JWP River History Museum
Green River, Utah



ATTENDANCE:

Members: Tina Carter, Travis Bacon, Jonathan Hunt, Jordan Leonard, Keith Brady, Chelsea Guymon, Penney Riches, Josh Rowley, Lamar Guymon,

Guests: Cody Draper, Brian Brooks

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: December 8th:** A motion was made by Travis with a second from Penney. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** The final TRT is \$457,000 but by Tina's calculation going off the State site shows that we brought in \$397,000 which still puts us up \$30,000 from last year. TRCC is \$63,000 and is up \$8,000. Green River City brought in a little over \$7,000 more than last year.
3. **Approve 2016 Budget:** There are a few things that still need to be tweaked and moved but the overall budget is good.
4. **Discuss/Approve/Deny Partnership with Utah.com:** February through June is when the site is visited most. This is the time when people start vacation planning. We have a content grid 2x2 for the National Parks and a 2x2 for Arches. We have a content grid 1x2 for Canyonlands. We have a content grid 1x1 for Hiking. A content grid 2x2 for State Parks. A content grid 1x1 for River Rafting. We will have 3 local articles. Content grid 2x2 for our towns and cities. Content grid for our natural areas. The total cost for the whole year will be \$25,250. Lamar motions that we continue to work with Utah.com for the \$25,250 for 2016 with a second from Josh.
5. **Discuss/Approve/Deny Bylaw Recommendations:** A few changes were noted on the Google Document. Bylaws have to be approved through Commission and the board. The Director of the Board needs to be changed. A change was made to article 5 about term end dates. Motion by Penney with a second from Jordan to approve the bylaws pending the changes made.
6. **Discuss/Approve/Deny Billboard by Huntington Reservoir:** The billboard by the Huntington State Park needs a new wrap as you're leaving the County. A new wrap for the billboard will be about \$2,000. The board all agrees that we need some sort of catchy farewell sign. We need to put together the content we would like to see on the billboard and we can then share it via email.
7. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** Working on sheet of businesses and what services they offer to give to the film commission.
 - b) **State Parks:** They are grooming snowmobile trails. All the lakes are frozen and there are a few ice fishing tournaments set up.
 - c) **Trail's Committee:** Still working on Huntington Trail. We are waiting on BOR. \$25,000 was budgeted for trail's and other projects. \$4,000 was expended for The Old Spanish Trail project that will extend from here to Green River. \$2,000 was also expended for a street sweeper to help maintain trails.
 - d) **Potluck:** Had a meeting where they received information from creative agencies. The Travel Council could possibly pay for the creative agencies. They are still discussing how to move forward.
 - e) **EC Chamber:** They are sending out forms to renew business memberships. Jordan will be speaking at the Lunch and Learn about State and County Incentives. The Lunch and Learn will be January 20th at noon.
 - f) **Museums:** None.
 - g) **Expos & Events:** Preparing for Go-West.
 - h) **Online & Print Projects:** Castle Valley still hasn't decided on a domain name. Possibly visitcastlevalley.com or visitJoe's.com.
 - i) **Rourism Program:** Tina talked about the UOT Cafeteria Program through the State. The State will pay for half. Roger Brooks is scheduled to visit our area around the first week of May.
8. **Discuss/Approve/Deny Old Business:**
 - a) **Action Plan:** Nothing New
 - b) **Business Revitalize Incentives:** Nothing New.
 - c) **Mission Statement:** Continue to work on Google Docs.
 - d) **Event Coordinator:** RFP still needs a little work and will be sent out for the boards approval.
9. **Discussion of New Business:** Tina was approved to participate on the International Travel Trade Committee. As a member we will get first choice of what shows to participate in. Sales Missions help build business trust. Keith talked to Sheriff Funk about

using the Police Force's drones for taking videos. Sheriff Funk said we could use their drones and all we would have to do is have a Deputy help with the drone.

10. Adjourn – Thank you for coming!